

A·SIDE

Impact Report
2023 – 24



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Introduction

This is our third annual impact report, where we highlight our commitment to social and environmental responsibility – the driving force behind our journey to B Corp certification in 2021.

2023 brought challenges; a sluggish economy, an arts funding drought and distracted consumers. It was hard to find momentum. Despite this we created work that we are proud of, and we helped our clients achieve verified success.

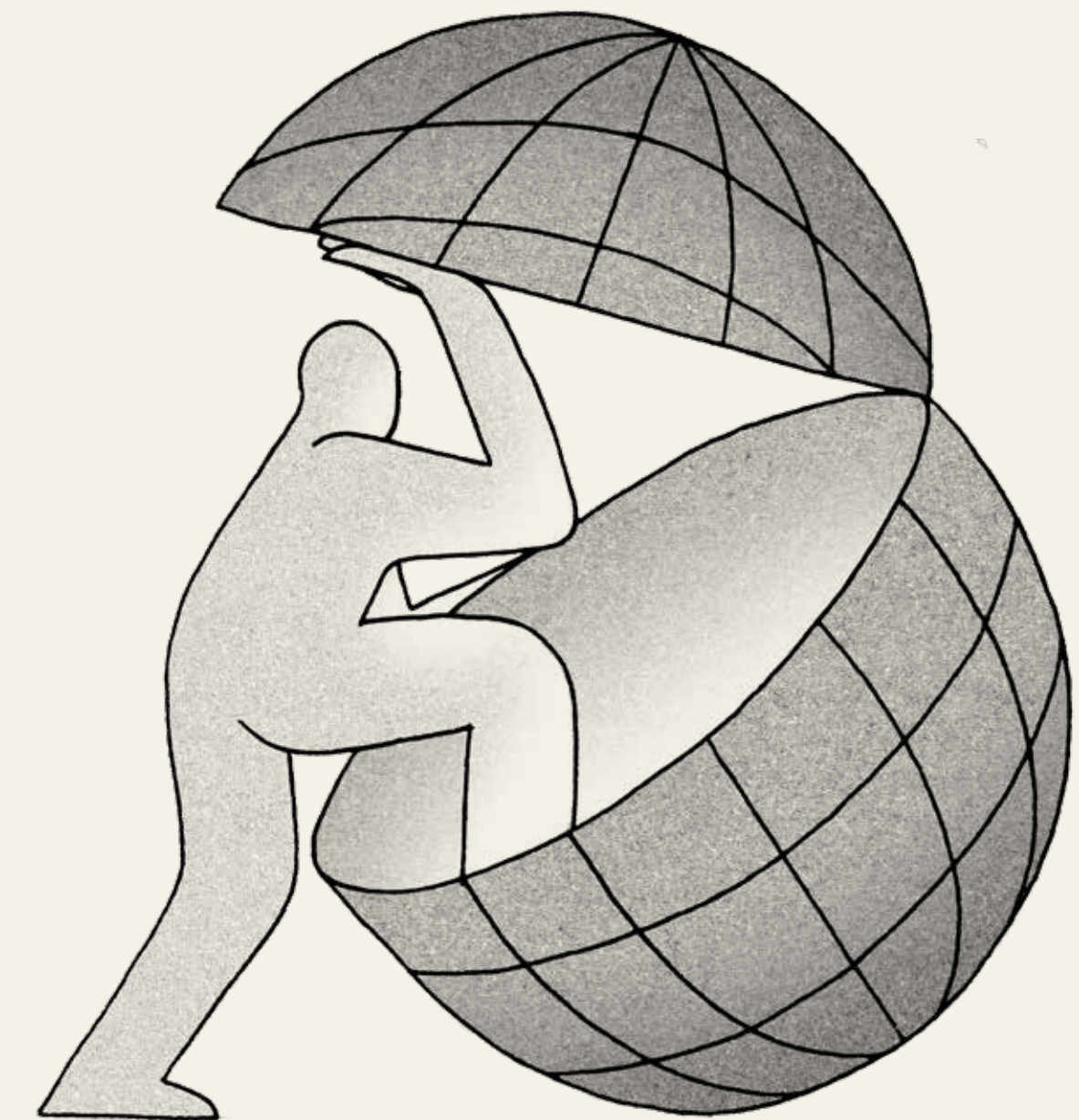
We're fortunate to operate in an industry that values open discourse and collaboration.

Sharing knowledge and insights with our industry peers helps us keep pace with change, and as we move into 2024, we're excited to be working with inspiring people, delivering landmark projects in the culture and environment sectors.

Through our client collaborations we have broken new ground with innovate sustainable packaging, found ways to reduce carbon consumption across multiple touchpoints, and we've developed authentic, transparent campaigns which promote cleaner materials, technologies and processes.

As a studio we consumed less, wasted less, dedicated resources to projects and causes we believe in, and safeguarded our studio culture.

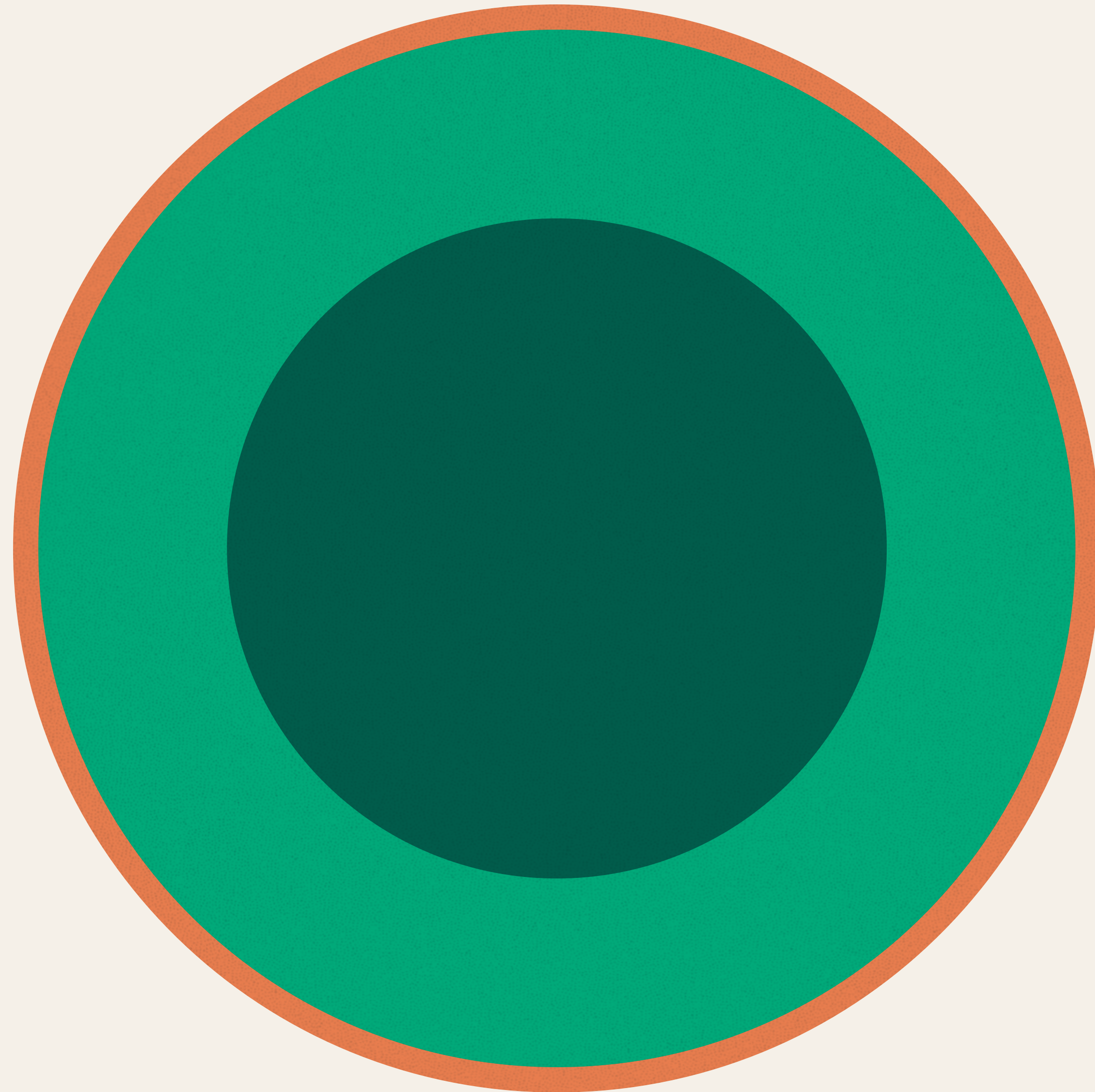
In a year of learning and adjusting, balancing internal operations with client projects, we've prioritised setting future goals which will underpin A-Side's next chapter.



Our B Corp score

A-Side certified as a B Corp in 2022 with a score of 83.3, with aspirations for improvement when we recertify next year.

Median score	50.9
Qualifying score	80
A-Side score	83.3
Governance	13.8
Workers	25.5
Community	21.1
Environment	12.5
Customers	10.5



OUR IMPACT



Governance Score 13.8

What we said we'd do

We uphold the highest governance standards for integrity, transparency, and accountability. We promote ethical practices in all aspects of our work, prioritising inclusivity, diversity, and sustainability at each interaction. We pledged to:

- Formalise A-Side's brand DNA
- Continue to seek corporate partners with shared values at every touchpoint (Nest Pensions, DBA, Real Living Wage, Swift HR)
- Move our finances to ethical banking

What we did

We continue use the Nest Ethical Fund for our pension funds and seek support and guidance from our colleagues at the DBA.

We failed to move our banking to a more ethical provider as we couldn't find one which integrates with our accounting system, we are revisiting this in 2024.

We worked as a team to formalise a holistic set of principles for all aspects of the business - our Brand DNA.

This is a process we undertake with our clients in the early stage of brand development. It was a fascinating and challenging process to look introspectively at our studio culture and collectively create our own 'DNA'.

It is these foundations that help reinforce our principles, and act as a guide for all decision making and for setting strategic goals.

Our 'Brand Wheel' lays out our purpose (center) and our primary and secondary values (two outer circles), which drive our vision -

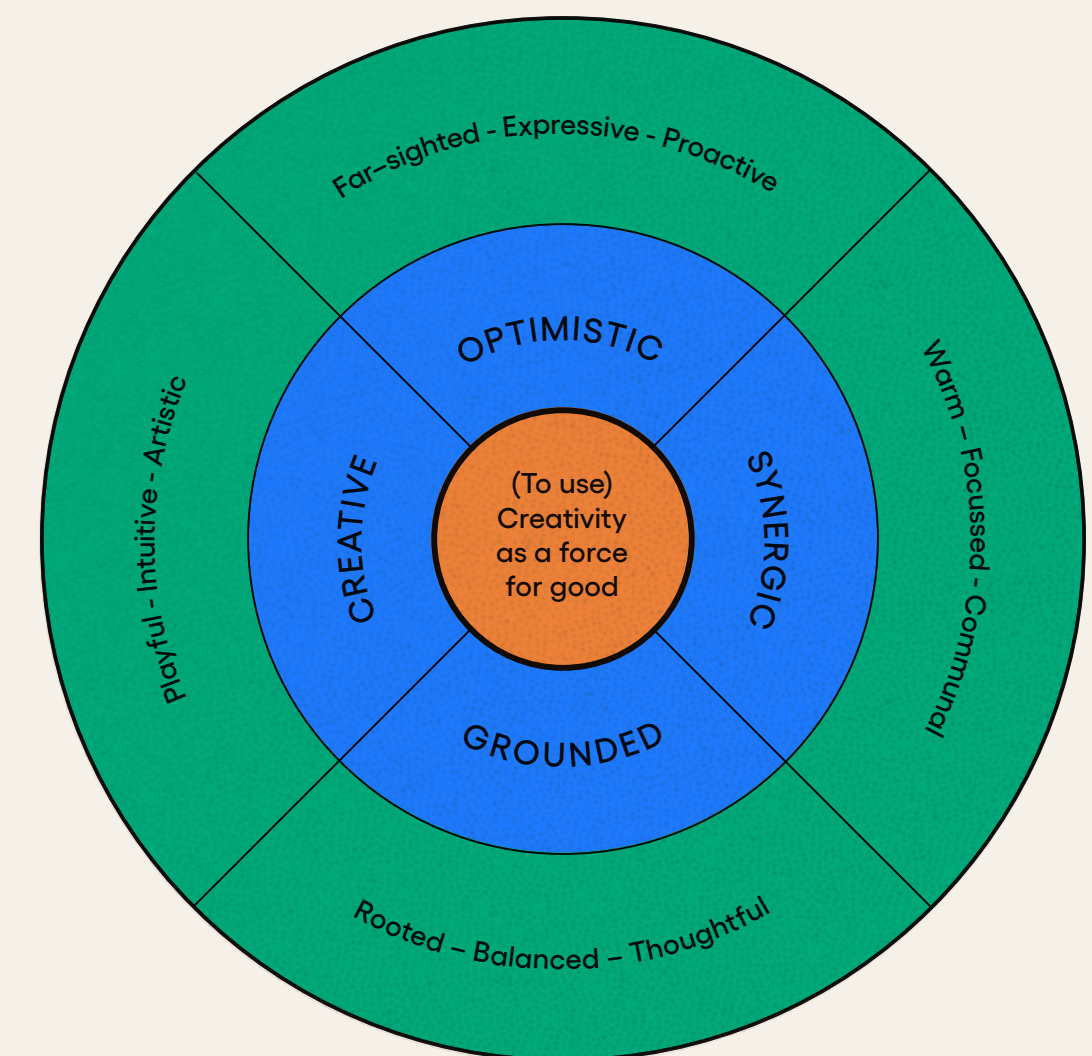
To create¹ work with enduring² meaning³ and value⁴

1 Creativity is at the core of everything we do.

2 We look forward. Far-sighted concepts, designed to endure.

3 Our work is packed with meaning. We stir emotion, spark connection, build community.

4 We add value by sticking to our sustainable principles, closing the loop, with the bottom line in mind.



Workers Score 25.5

What we said we'd do

We strive to run a collaborative, transparent, and ethical workplace where everyone feels valued and included. This environment encourages innovation and personal growth. This year we pledged to:

- Review and audit all company policies, as a team
- Amend existing and create new policies where required
- Review our appraisal process

What we did

We took this pledge one step further, working with an external HR specialist to review, rewrite and formalise all the A-Side policies, job descriptions and contracts.

We increased our time spent on individual appraisals from an annual review, to quarterly catch-ups. This allows us to better track individual goals and development, as well as more frequent check-ins on general happiness and wellbeing at work.

We continue to operate as a Living Wage employer.



Workers Score 25.5



Community Score 21.1

What we said we'd do

We are consciously looking for ways to engage and create opportunities for creatives from diverse backgrounds. We pledged to actively nurture the local creative community and create opportunities in our home county:

- Build a platform to promote the local creative community
- Engage and present opportunities for creatives from economically challenged and diverse backgrounds
- Create a feedback system for collaborators to measure our impact

What we did

Building a robust creative community

This year we collaborated with nine illustrators, photographers and film makers. Ensuring that we treat our creative partners fairly, value their input and listen to their feedback is integral to the collaborative nature of our business.

In 2023, Cornwall remains one of the most economically challenged regions in the UK. We actively seek to make positive impact through our collaboration with creatives within this underserved community.

In order to ensure we are delivering on this, we introduced a feedback system to incorporate into our

commissioning process, giving collaborators an opportunity to evaluate their experience. It's important for us to ensure a project is an enjoyable and valuable experience for all our parties.

100% of collaborators would work with A-Side again

100% of collaborators rated the final project outcome as

Very good Good Poor Very Poor

We also continue to promote our wider creative community through our 'Stop&Chat' publication.

Community Score 21.1

What they say about us

“All the projects I have created with A-Side have been so much fun. The briefs allow a lot of room for creative freedom balanced with strong art direction and concise limitations.”

Zach Rush, freelance artist.

“...Communication was easy, the brief was clear and the project was a dream one for me as it incorporated themes and techniques which I already use in my own work...”

Sophie Harding, freelance artist. On her commission for Cornish Bakery. →



Community Score 21.1

10% discount for charities and non-profits

In 2023 we continued to support social charities - Southside and Torbay Youth Trust, as well as the National Maritime Museum in Falmouth, and Surfers Against Sewage who have been at the forefront of the current water quality crisis.

Gifted time. New talent

We 'gifted' unpaid hours to present a talk for Truro college as well as mentoring two students during work experience at our studio.

Gifted time. Community

This included creating a brand and campaign for Falmouth Book Festival, an annual event which celebrates literary culture and sparks important conversations in our community.

“The festival is a place where we can connect, engage, learn, tell each other stories and broaden our horizons”

Colin Midson, Founder & Director,
Falmouth Book Festival →



Environment Score 12.5

What we said we'd do

In order to keep improving on our environmental goals from the previous year, we set ourselves the lofty goal of eliminating all landfill waste from the studio, and we said we would:

- Introduce a policy that all personal non-recyclable waste must be disposed of off-site. To promote conscious consuming
- Reduce recyclable waste by 15%
- Build site-wide awareness of Krowji's composting facility

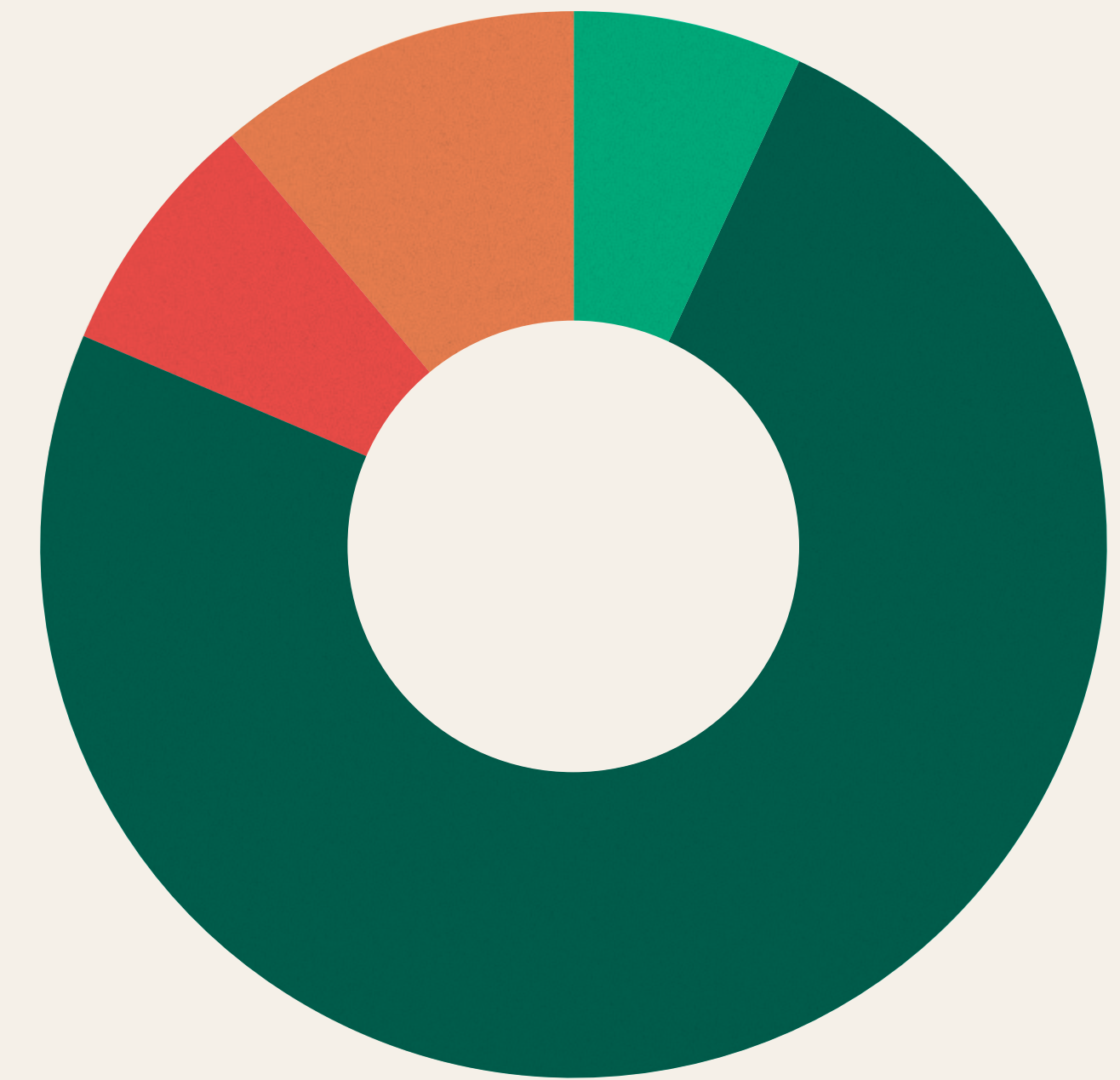
What we did

When considering how to lessen our environmental impact as a studio, we began by looking at improvements we could make internally. We removed general waste bins from the studio, and although this doesn't completely remove studio waste, it increases awareness of materials and encourages us all to make better purchasing decisions where possible.

We reduced our overall recyclable waste by 24%, and eliminated non-recyclable studio waste.

Unfortunately we didn't succeed at a site-wide campaign to promote Krowjis underused composting facilities, but this is on our list for 2024.

Total waste – 1005L
Last year – 2,156L



Compost – 70L
Paper & card – 750L
Aluminium & hard plastic – 74L
Soft plastic – 111L
Non-recyclable waste – N/A

Environment Score 12.5

Internally

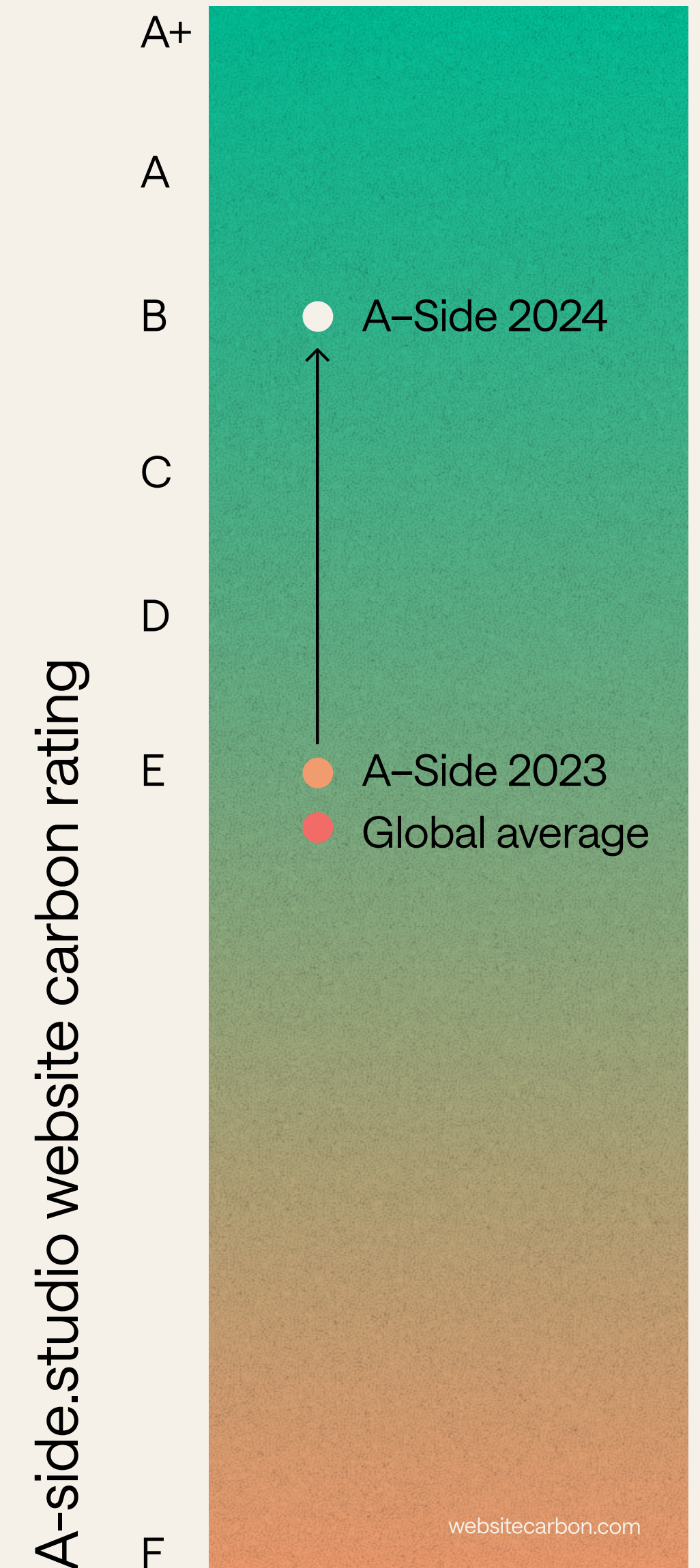
Any new equipment sourced for the studio was second hand or refurbished, including computer hardware and furniture.

We encouraged lift sharing where possible to reduce our collective travel emissions. We estimate a reduction in 3.5 tonnes of CO₂ across the year (co2.myclimate.org).

One significant change we made was moving our website and email to 100% green hosting with fellow B Corp Krystal.

This change has significantly reduced our digital carbon footprint.

Our website carbon rating moved from an E to B and is now running solely on sustainable energy. We hope to improve on this rating moving forward and we proactively encourage our clients to adopt the same approach.



Environment Score 12.5

Projects

We understand that our greatest impact will be made in partnership with our clients, and their combined audiences.

We see every project as an opportunity to find a sustainable solution.

Here are some highlights from the last twelve months.

ORIGIN

In 2023 Origin were awarded 'Europe's Best Speciality Coffee Roaster' they achieved this by being at the forefront of change in their industry, and championing sustainable practices.

This year we worked with Origin to develop a new range of compostable bags, made from sustainably sourced FSC certified wood pulp and paper. The bag and labels, including glues and inks, are plant based and compostable, TUV home certified and meet EU Compostability Standards (EN13432). With over half a million coffee bags sold each year, this should have a substantial reduction on their environmental impact and provide a better choice for consumers.



Environment Score 12.5

c-skins

C-Skins innovate and experiment with cut, materials and technical features to make the most progressive surf-suits available.

This year we worked with them to create a name, brand identity and campaign for a new range of Natural Rubber wetsuits - NuWave.

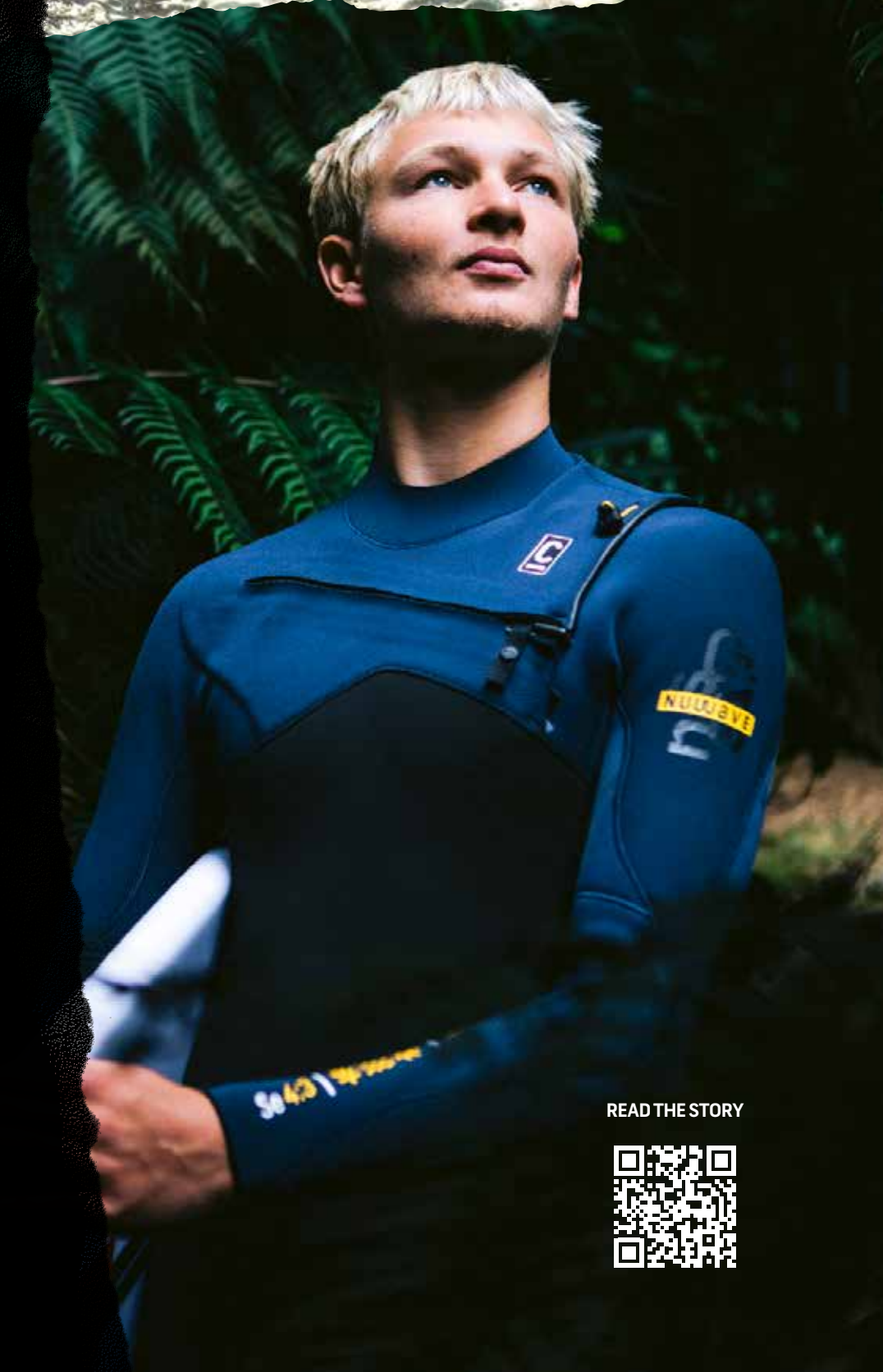
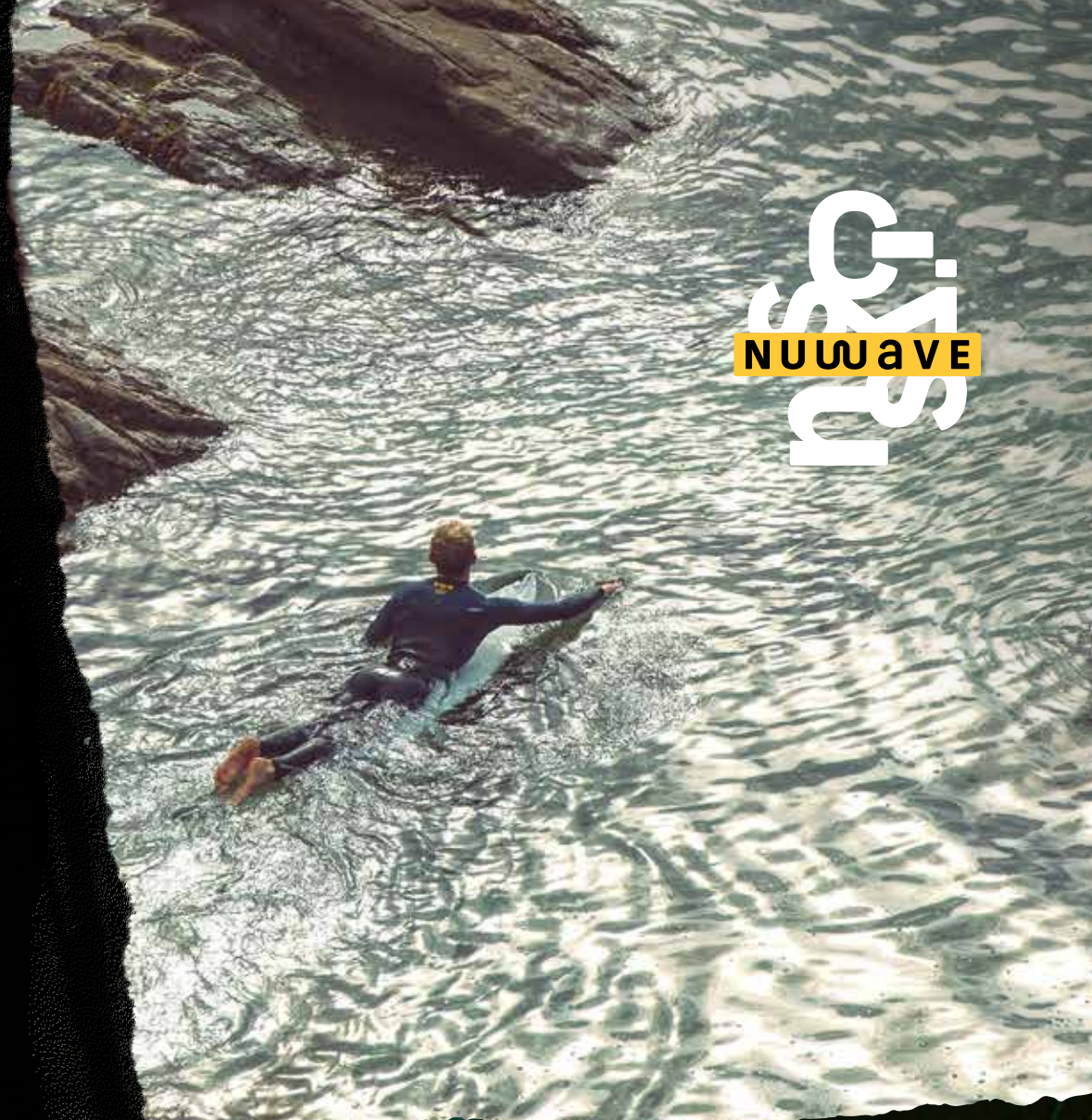
Traditionally wetsuits are made from neoprene, a synthetic rubber made from petroleum. Although practical and cost effective neoprene is also very toxic with complex and destructive supply chains. It's a non-biodegradable, non-compostable material with limited recycling potential.

It is estimated that the carbon footprint of a Natural Rubber NuWave wetsuit is 80% less than a neoprene wetsuit.

Also, the supply chains are designed and managed, with environmental standards at the forefront, using only sustainably sourced and FSC certified raw materials. Other brands use natural rubber, but C-Skins have introduced the material across their full range, making a sustainable wetsuit accessible at all levels.

We are a studio of surfers and sea lovers, this is an important issue for us and a project we firmly believe will have a significant cultural and environmental impact.

c-skins
NUUwave



**Natural rubber,
exceptional comfort,
progressive performance.**

With 85% natural rubber composition and recycled fabric lining, our NuWave wetsuits are designed with the planet in mind. Blending materials and technology we've created a sustainable range accessible to all.

Step into a NuWave wetsuit.



SUSTAINABLE



FLEXIBLE



WARM

READ THE STORY



Environment Score 12.5

silco

In 2023 we transformed 'Saint Ives Liquor Company' into SILCO, a dynamic family run drinks brand with a harbourside bar and kitchen. We introduced a full product line under three categories; Gins, Liqueurs and Mixed Cocktails. We seized this opportunity to eliminate plastic from their packaging and most importantly switch the whole range to lightweight glass, reducing their carbon footprint whilst enhancing the visual appeal of the brand.

30% less glass

per 100ml than a standard UK spirits bottle

Compostable seals

made from renewable wood pulp

Plant based varnish

on labels

Bio degradable boxes

for all external packaging for website orders



Customers Score 10.5

What we said we'd do

Last year we designed our model for sustainable growth - whereby our independent business clients account for approximately 75% of our income, while charities and NGOs make up the remaining 25%. By ensuring that the majority of our income is from independent businesses, we can afford to maintain our discount for not-for-profit organisations. This year we pledged to:

- Set new actions for our model for sustainable growth
- Support a project we believe in with gifted design time

“A-Side has a rare combination of qualities; as an independent studio, they lead and direct with absolute conviction and creative ingenuity yet simultaneously they feel like an extension of our own team.”

Pix Ashworth. Founder, land&water →



Customers Score 10.5

What we did

Client distribution is important to our business. It means we can monitor the effectiveness of our local impact model, and understand how feeding into a local economy can create opportunities. We also partner with Charities and NGOs with shared values to support the work they do with discounted rates and in some instances gifted time.

A model for sustainable growth

Our aim is to ensure the majority (80%) of our revenue comes from working with independent businesses, we also measure the split

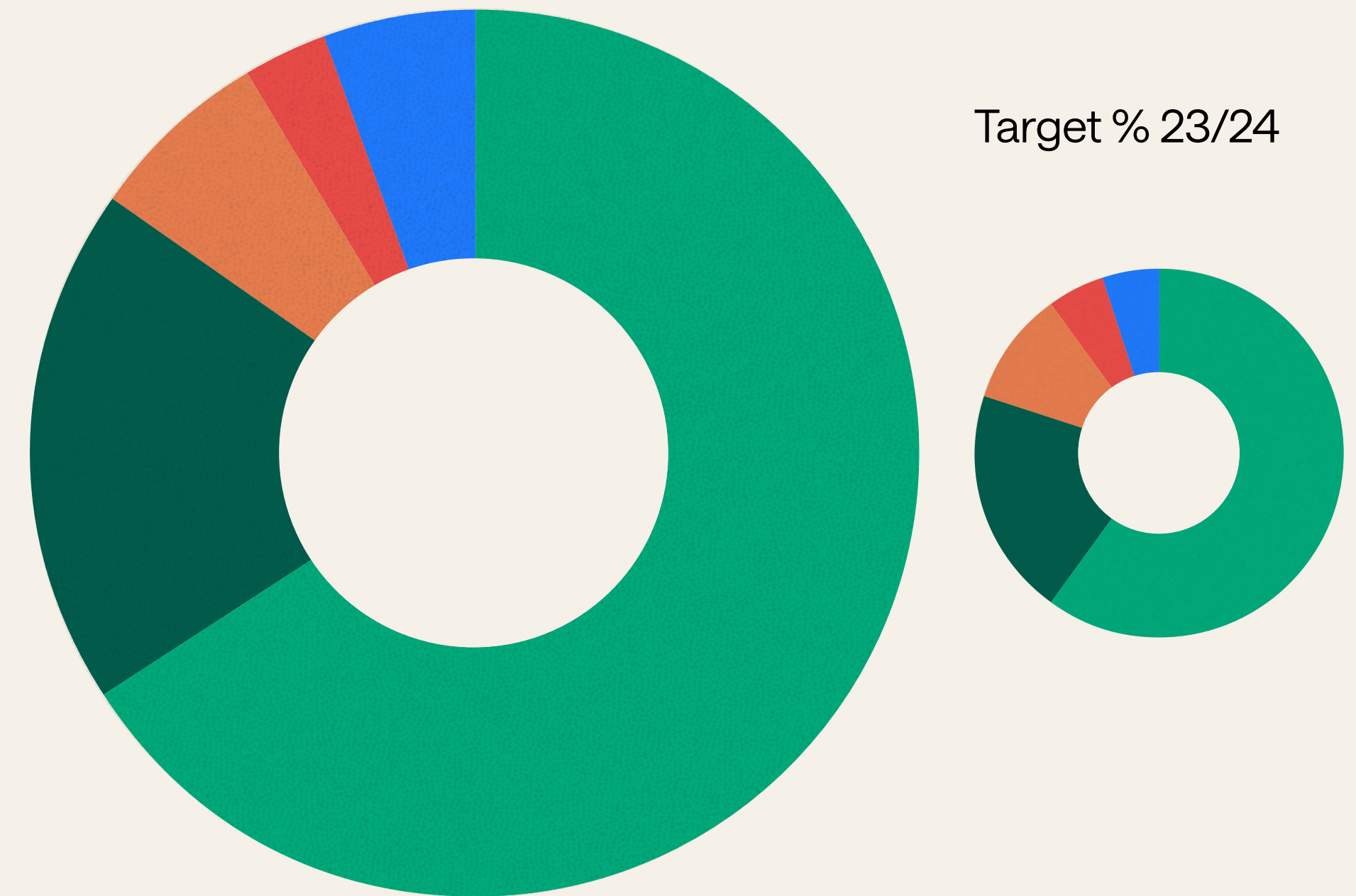
between Cornwall based and inter/national independents.

In 22/23 Charities and NGOs accounted for 10% of our revenue. We are actively seeking new design opportunities in the conservation field with a view to increasing this to 15%.

Public companies account for 5% of our annual turnover. These are typically one off purpose-led projects. In 2023 we worked with global footwear brand, Birkenstock, to tell their story through animation, this accounted for 5% of our income.

We are happy with the model we have achieved and have set targets for minor changes in 23/24.

Client income % 22/23



Category	22/23 %	23/24 Target %
Independent business		
● Cornwall	66%	60%
● Inter/national	19%	20%
Charities & NGOs		
● Cornwall	7%	10%
● Inter/national	3%	5%
● Public companies	5%	5%

WHAT'S NEXT

2024 – 2025

What's next 2024-2025

Key action points for the year ahead.

Governance

→ Move our finances to ethical banking.

Workers

→ Write a policy and commit to a budget for personal development and training.

Community

→ Education - create a seminar for local schools, explaining how to enter and navigate the creative industry.

→ Attend more B Local events, and engage in the B Corp community.

→ Continue to collaborate with a diverse range of external creatives, and promote their skills.

Environment

→ Write a manifesto for promoting sustainable business - including web hosting, packaging and print. Make this available to all on our website.

→ Reduce recyclable studio waste by 10%.

→ Ensure 100% of studio furniture and computer hardware purchased is second hand or recycled.

→ Put systems in place to measure our impact through client projects.

Customers

→ Nurture our 'model for sustainable growth', ensuring a balance of revenue from independent businesses, in order to support our charity and NGO clients.

→ Commit to contributing 'gifted time' to a key project that requires financial and creative support.

→ Maintain our 10% discount for charities and NGOs.



Studio 213, Krowji,
TR15 3AJ

+44 (0) 1326 210099
a-side.studio
contact@a-side.studio
@a_side.studio

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